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KING CAKE SNOB ANNOUNCES SECOND ANNUAL KING CAKE RANKING COMPETITION

Votes submitted to KingCakeSnob.com to decide Louisiana's favorite brands and flavor varieties

MANDEVILLE, LA – Jan. 7, 2016 – King Cake Snob, the definitive online ranker for Louisiana King Cake connoisseurs and enthusiasts, today announced the launch of its second annual “Seal of Approval” competition, which will award the top traditional and filled King Cakes of 2017.

Louisianans from across the state will visit KingCakeSnob.com today through Feb. 21 to cast their votes and watch as their favorite cakes rise through the ranks. Those who participate in voting are automatically entered to win a weekly drawing for a free king cake of their own.

The 2016 competition resulted in reviews and votes for cakes made by nearly 200 Louisiana bakeries, with Antoine’s Bakery earning the top spot for “Best Plain/Traditional King Cake” and Caluda’s/NOLA Brand winning “Best Filled King Cake.”

King Cake Snob is a community project by Innovative Advertising, a Mandeville advertising agency that prides itself on its Louisiana roots, particularly the top notch cuisine offered across the state.

“We launched King Cake Snob in 2016 to give the people of Louisiana an interactive way to voice their opinions about their favorite king cakes and bakeries,” Jay Connaughton, managing partner for Innovative Advertising, said. “It has since developed into a heated, yet fun, competition that truly demonstrates the passion we as Louisianans have for our food and culture.”

The 2016 competition named not only the top king cakes in both categories, but also revealed Louisianans preferences in filling types, how often they consumed king cakes during the carnival season and much more.

To view all of the results of the 2016 competition and to rate a 2017 king cake, visit KingCakeSnob.com.



About Innovative Advertising

Innovative Advertising is a full-service advertising and marketing firm, with talent in strategy, branding, digital, design, media planning and buying, web development, video production, media production, social media and public relations – all in-house. Recognized nationally, regionally and locally for excellence, Innovative Advertising combines business acumen and creative talent to create effective marketing programs, individually tailored to solve real business problems.

Innovative Advertising, based in Mandeville, La., and with an office in Nashville, began in 1999 and has since grown to nearly 30 employees. Learn more about Innovative at PeopleWhoThink.com.